

DOWNTOWN REVITALIZATION REPORT

"Live, Work, Play."

Hamilton Downtown Partnership Newsletter Series

August 1999

PRIVATE SECTOR BUY-IN

"The revitalization of downtown Hamilton is critical to the overall productivity and sustainable development within the region", says Mr. Al Peckham, Area Manager of the Royal Bank. "There are demonstrated success stories throughout North America which show that downtown revitalization through partnerships with the private sector, government and the community work." Mr. Peckham believes in Hamilton's downtown revitalization and has committed his time and experience to the Hamilton Downtown Partnership by acting as the Board's President. The Hamilton Downtown Partnership is a cooperative effort among:

- Bay Area Restoration Council
- Central Neighbourhood Association
- City of Hamilton
- Dofasco
- Downtown BIA / Royal Bank
- Firan Corporation
- Hamilton & District Labour Council
- Hamilton Health Sciences Corp.
- Hamilton Spectator
- Hamilton-Halton Home Builders' Association
- HW Regional Police
- Housing Help Centre
- International Village BIA / Thompson Pawn Brokers
- McMaster University
- Mohawk College
- Region of Hamilton-Wentworth
- Stelco

Support is also being demonstrated through volunteer work and public and private sector initiatives.

THE CORE COUNTS!

Since incorporation in June of 1998, the Hamilton Downtown Partnership has been working with the community to initiate revitalization efforts for downtown Hamilton.

As a non-profit community corporation the Hamilton Downtown Partnership is governed by a Board of Directors comprised of individuals from the private sector, government, and the community. Revitalization of the downtown is working through community wide partnerships geared towards strengthening downtown in its role as:

- a status symbol for the city and region as a whole;
- an influencing factor in city & region wide investment & business attraction;
- a vibrant and diverse place where people to live, work, and play;
- home to 8,380 people and over 40,000 neighbouring residents;
- a place of work for 23,000 employees; 1,800 businesses and 80% of the city's office stock;
- a fully serviced area with a multi-million dollar infrastructure including a fiber optic network;
- the hub of cultural, entertainment and recreation activities;
- a multi-million dollar supporter of new and emerging regional development annually.

THE REVITALIZATION PLAN

The City of Hamilton, Community Planning and Development Division, is currently updating and establishing a downtown plan entitled, Downtown Secondary Plan. Under the umbrella of a design strategy and economic study, the plan will become a regulatory planning document that addresses downtown's urban physical form, development policy and regulations. The Downtown Secondary Plan is being developed in cooperation with the community and has used revitalization mechanisms and economic conditioning as its foundation. The Hamilton Downtown Partnership has worked side-by-side with the City of Hamilton to ensure that the community's downtown vision and goals are reflected in the plan. The Downtown Secondary Plan is slated for completion this fall.



The Right House, King & Hughson Streets

DOWNTOWN: A MARKET PLACE FOR IDEAS

The mandate of the Hamilton Downtown Partnership is guided by the community and has been captured in the report authored by Gianni Longo of the American Community Partnerships entitled, *Downtown: A Market Place for Ideas*.

As an expert in revitalization, Longo formulated a strategy for downtown Hamilton from ideas presented in background reports and local public meetings. Seven strategic goals have been identified by the community:

1. Built Environment,
2. Culture and Recreation,
3. Economic Development,
4. Hamilton Harbour,
5. Housing,
6. Public Safety & Image, &
7. Transportation & Parking.

Together with 39 implementation strategies, partnerships within the community and four working committees, the Hamilton Downtown Partnership is coordinating achievable projects for implementation. Economic, residential, and culture and recreational development have been prioritized as primary revitalization mechanisms and are the focus of the Hamilton Downtown Partnership.



A Community Design

On June 23rd the Hamilton Downtown Partnership launched its new logo and awarded the \$500 prize to local artist, Angela Hrabowiak for best logo design.

Over a period of seven weeks, the Hamilton Downtown Partnership hosted a community design competition that brought 140 logo submissions from all age groups across the region. The new logo represents growth, change and new life and will be used on the Partnership's corporate correspondence, literature and promotions.



Hamilton Downtown Partnership Board Members launch new logo design.

Gord Thompson, Thompson Pawn Brokers / International Village BIA; Councillor Andrea Horwath, City of Hamilton; Angela Hrabowiak, Logo Designer; and Al Peckham, Royal Bank / Downtown BIA.

REVITALIZATION IN ACTION

Complete downtown revitalization is a twenty to thirty year undertaking. As in any revitalization, success comes by a step-by-step process that includes one small accomplishment after the next. Over the past year, downtown Hamilton has seen the following commitments:

Public Sector:

City Places.....	Residential Development
Provincial Courthouse.....	Renovation/Development
Federal Building.....	Proposed Development
King Street East.....	Street Improvements
Ferguson Avenue.....	Street Improvements
Hess Village.....	Street Improvements

Private Initiative:

Infusions Coffee House.....	Development
Extreme Pita.....	Development
Art Gallery of Hamilton.....	Re-cladding Project
Urban Entertainment Centre.....	Potential Development
Jackson Square: Cocoa.....	Development
LCBO.....	Development
Food Court.....	Renovation
Bell Mobility Phone Centre.....	Renovation
Pharma Plus.....	Expansion
Eaton's Centre: The Gap.....	Renovation/Expansion

Revitalization through continued private sector development is encouraged. Incentives programs are available through the City of Hamilton under the "Open for Business" policy and specific grant programs.

Downtown Community Profile & Investment Prospectus

The Hamilton Downtown Partnership is in the midst of publishing a Community Profile and Investment Prospectus that summarizes local demographics and consolidates development information. The document will be suited to investors and developers interested in Downtown development opportunities.

Vision 2020

The Region of Hamilton-Wentworth has recently passed a plan by which the region is to reach a sustainable economic, environmental and social/healthy community by the year 2020. Vision 2020 was developed by the community and addresses downtown revitalization goals as an integral component of a sustainable region.

The Hamilton Downtown Partnership's vision and goals and the City's Downtown Secondary Plan are both consistent with the region's greater vision.

New Faces



Marlene Coffey
Downtown Coordinator



Heather Pearcey
Summer Student

As a result of local partnerships, the Hamilton Downtown Partnership was able to appoint their Downtown Coordinator, Marlene Coffey, this past fall after incorporation had been completed.

The Government of Canada has also supported the Partnership by contributing economic research resources through a three-month summer student position.

Welcome aboard!

Did You Know?

The Art Gallery of Hamilton has an exceptional permanent art collection and is in fact the fifth largest art gallery in Canada. Admission is now free.

Please contact the Partnership for further comment or inquiries: Hamilton Downtown Partnership, 120 King Street West, Suite 1115 P.O. Box 57035 Jackson Station, Hamilton, Ontario L8P 4W9 Tel: (905) 546-0003 Fax: (905) 546-0009 E-mail: partnership@interlynx.net

AT THE LEADING EDGE

Hamilton is at the leading edge in Canadian downtown revitalization by taking the initiative to secure a community corporation working in the interest of downtown revitalization. The Hamilton Downtown Partnership was in fact invited to work with the Province of Ontario, Ministry of Economic Development, Trade and Tourism, Office for Urban Economic Development, in their effort to support downtown revitalization. As one of seven communities, Hamilton was represented by: Marlene Coffey, Downtown Coordinator, Hamilton Downtown Partnership; Nick Catalano, Director, Office of Economic Development; and Bill Janssen, Division Head, City of Hamilton Community Planning and Development Division. Discussions revolved round taxation issues, development tools and municipal policy. The Partnership will continue to be involved with the province on a sub-committee positioned to make recommendation on revitalization mechanisms.

A PLACE FOR PLAY

Summer in the city offers a great time to enjoy the downtown through recreational activities and promotional events. This summer has featured regularly scheduled lunch hour productions at the Art Gallery of Hamilton and Music in the City. Special events have included a downtown Sidewalk Sale, Hess Village's Jazz Festival, the Shakespearean Production, "Much Ado About Nothing", the newly developed Downtown Block Party hosting live entertainment including Ashley MacIsaac. August is to continue with lunch hour gallery and music programming, and the Second Annual Mustard Festival from September 2nd through 5th. Downtown Hamilton also now has its own promotional jingle, "Summer in the City" which is used to promote special events. Put all of this together with the regular activities of the restaurant, cultural and entertainment facilities and downtown is the place to be.



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